

FRESNO COUNTY

RETAIL MARKET OVERVIEW
2020



Fresno County
EDC
Growing the California Dream

Table of Contents

Why Fresno County?..... 3

Retail Market Overview..... 4

City Profiles..... 6

 Clovis..... 7

 Coalinga..... 8

 Firebaugh..... 9

 Fowler..... 10

 Fresno..... 11

 Kerman..... 12

 Kingsburg..... 13

 Orange Cove..... 14

 Parlier..... 15

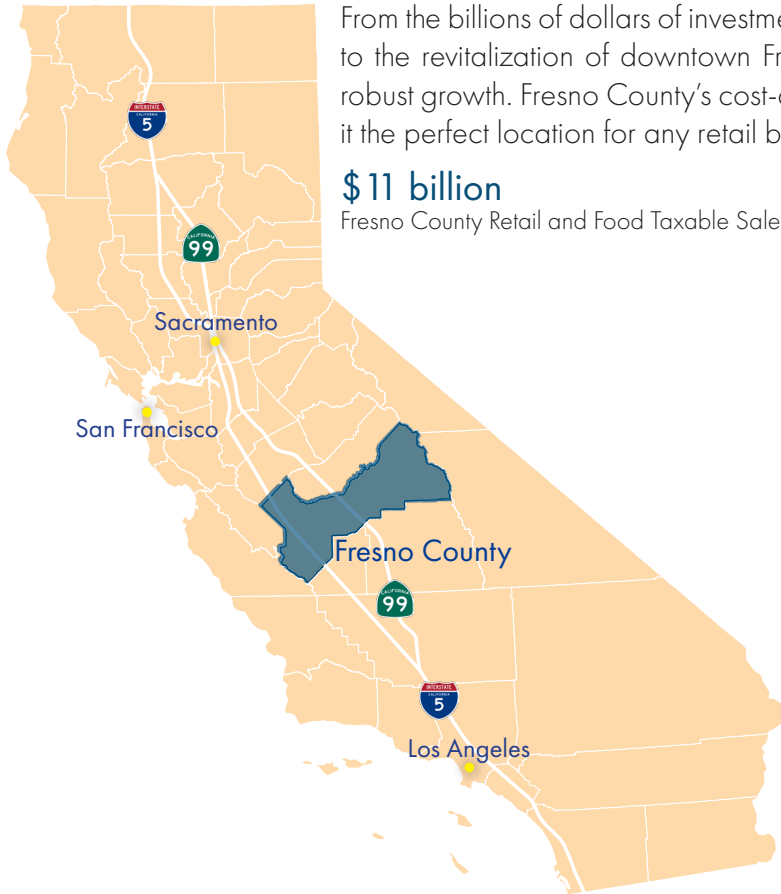
 Reedley..... 16

 Sanger..... 17

 San Joaquin..... 18

 Selma..... 19

Why Fresno County?



From the billions of dollars of investment brought by the nation's first high-speed rail project, to the revitalization of downtown Fresno's Fulton District, Fresno County is experiencing robust growth. Fresno County's cost-competitive real estate and diverse population makes it the perfect location for any retail brand to grow.

\$11 billion

Fresno County Retail and Food Taxable Sales 2019

2.28%

Fresno County Contribution to California Retail and Food Taxable Sales 2019

Retail and food services taxable sales in Fresno County grew by 23% from \$8.9 billion in 2014 to \$11 billion in 2019.

15 Cities, Countless Opportunities

Fresno County is a geographically and culturally diverse region encompassing nearly 6,000 square miles. With 15 incorporated cities ranging from a few thousand in population, to the fifth largest city in the state, Fresno County's population is on pace to increase by 22% by 2030.



Retail Market Overview

Fresno County's retail market assets are valued at \$8.8 billion with investment in 2018 surpassing the historical average. Demand has outpaced this cycle's modest amount of construction, as most projects have been either build-to-suit or preleased. Asking rents trail the national average, but are on par with those in the region. With the recovery of fundamentals, rent growth, while still modest, has picked up in recent years, and in 2019, the mark established an all-time high. Fresno is an actively traded metro, but in 2019, deal flow was well below that of the prior two years. Still, sales volume topped \$200 million for the third consecutive year thanks to several large deals.

5.6%
Vacancy Rate

\$16.11
Average Rent/SF

\$139
Average Sale Price/SF

Key Indicators

Current Quarter	RBA	Vacancy Rate	Asking Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
Malls	3,813,573	3.7%	\$20.43	6.0%	0	0	0
Power Center	2,538,537	5.8%	\$21.99	5.9%	2,000	0	0
Neighborhood Center	15,102,290	10.8%	\$16.19	10.9%	(61,005)	0	19,455
Strip Center	2,360,118	5.4%	\$15.41	5.6%	(21,390)	0	5,000
General Retail	23,905,734	2.5%	\$14.82	3.2%	10,758	2,900	11,465
Other	57,253	52.9%	\$11.78	52.9%	0	0	0
Market	47,777,505	5.6%	\$16.11	6.2%	(69,687)	2,900	35,920
Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	0.2%	6.6%	5.7%	9.3%	2011 Q4	0%	2006 Q1
Net Absorption SF	117,000	203,809	93,784	1,132,052	2018 Q3	(1,226,233)	2009 Q3
Deliveries SF	206,000	290,376	163,393	658,421	2014 Q2	0	2006 Q4
Rent Growth	1.5%	-0.1%	0.6%	3.1%	2019 Q3	-5.9%	2009 Q4
Sales Volume	\$246 M	\$152.8 M	N/A	\$371.4 M	2015 Q4	\$49.7 M	2010 Q1

Source: CoStar Retail Market Report Q1 2020

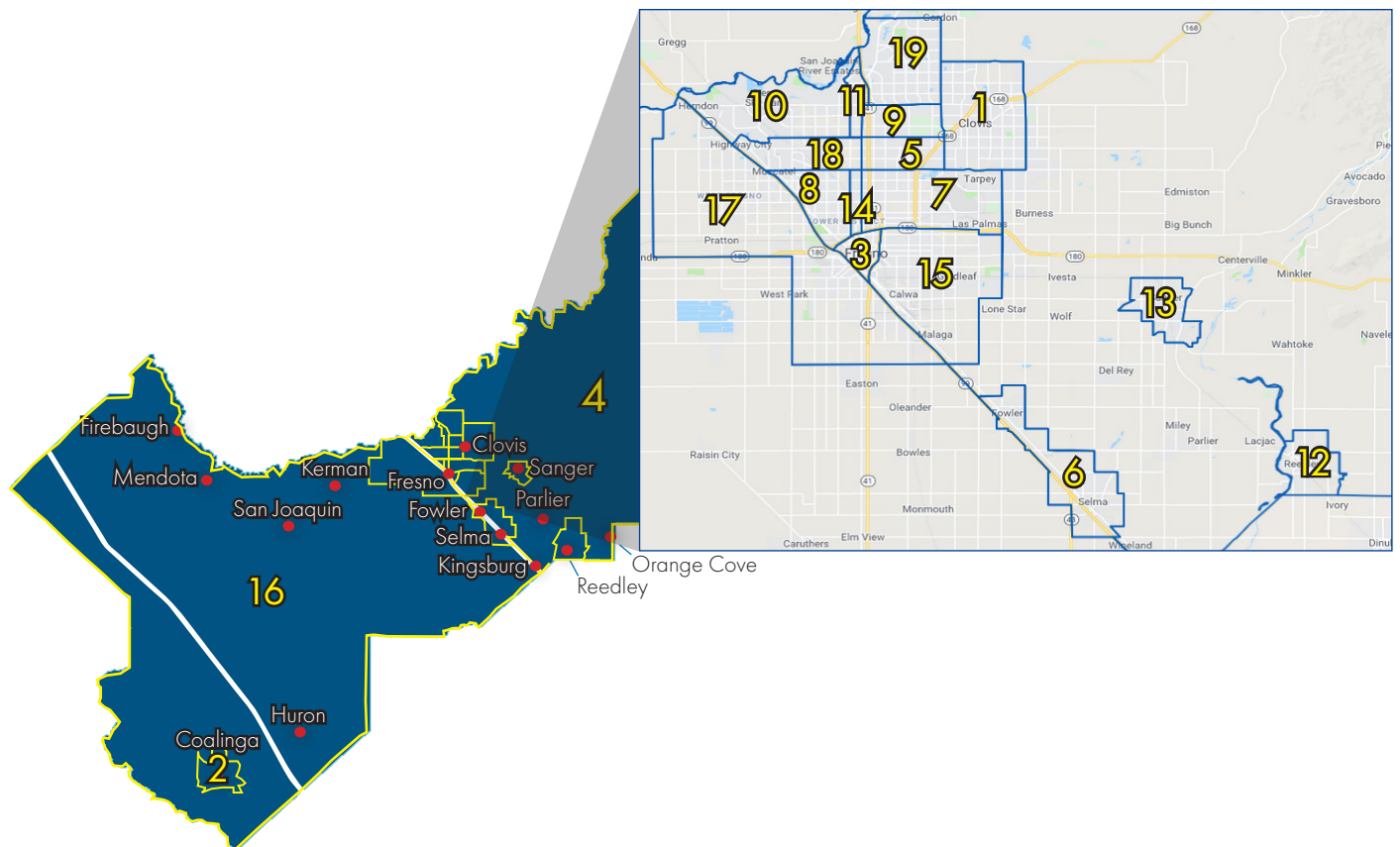
Fresno County Retail and Food Services Taxable Sales

	2015	2016	2017	2018	2019
Fresno County	\$9,356,245,762	\$9,678,468,270	\$10,067,447,986	\$10,540,992,577	\$11,073,206,731
Percentage Change Year-over-Year		3.44%	4.01%	4.70%	9.99%

Source: California Department of Finance, 2020

Fresno County Submarkets Key Indicators

No.	Submarket	Market %	Inventory SF	Vacant SF	Under Construction SF	Asking Rent per SF
1	Clovis	13%	6,379,000	392,482	-	\$18.78
2	Coalinga	0.9%	439,000	111,325	-	\$12.84
3	Downtown Fresno	7.5%	3,577,000	113,518	-	\$13.03
4	E. Outlying Fresno County	3.3%	1,584,000	15,997	5,000	\$15.16
5	East Shaw	7.7%	3,696,000	153,944	-	\$17.23
6	Fowler/Selma	4.2%	1,995,000	40,874	5,000	\$14.71
7	Midtown East	9.7%	4,646,000	355,174	-	\$13.88
8	Midtown West	3.6%	1,706,000	40,679	19,000	\$12.91
9	N. Shaw/E Blackstone	4.2%	2,006,000	139,113	-	\$16.22
10	N. Shaw/W Blackstone	5.2%	2,491,000	178,479	3,000	\$18.19
11	North Blackstone	6.8%	3,256,000	129,063	-	\$21.53
12	Reedley	2.7%	1,270,000	31,469	-	\$12.44
13	Sanger	2.4%	1,142,000	14,090	-	\$14.42
14	South Blackstone	1.4%	674,000	42,326	-	\$13.18
15	Southeast Fresno	8.0%	3,819,000	142,528	3,000	\$15.37
16	W. Outlying Fresno County	4.0%	1,934,000	55,738	-	\$15.33
17	West Fresno	3.0%	1,432,000	25,277	-	\$15.07
18	West Shaw	8.5%	4,066,000	567,850	-	\$14.39
19	Woodward	3.5%	1,687,000	110,682	-	\$21.88





CITY PROFILES





Clovis, CA

"A Way of Life"

The City of Clovis is adjacent to the City of Fresno, and makes up a large portion of the metro area. State Route 168 connects the City to State Route 99, 41 and 180.

Clovis, also known as the Gateway to the Sierras, is growing its tourism industry alongside other key industries that include large healthcare and information technology sectors. Population growth in the metro area and planned housing developments are creating additional market opportunities in the city. The community of Clovis is vibrant with antique fairs, farmers markets, and an active downtown. Clovis hosts several notable annual events including the Clovis Rodeo, ClovisFest & Hot Air Balloon Fun Fly and Wine & Craft Beer walks.



Top 3 Retail Leakage Categories

 **\$71m**
Gas

 **\$40.5m**
Clothing & Clothing Accessories

 **\$36.6m**
Other Motor Vehicles

Clovis Trade Area 15 minute drive-time		City of Clovis	
Population	351,576	Population	119,175
Number of Households	116,575	Number of Households	42,576
Median Income	\$57,948	Median Income	\$75,413
Average Income	\$81,583	2019 Retail Taxable Sales	\$1.76bn
Projected Growth Rate (2019-24)	5.1%	Projected Growth Rate (2019-24)	6.1%
2024 Estimated Population	368,127	2024 Estimated Population	120,569

Commercial Development

Magnolia Professional Center - 20,000 SF; Leases Available



Coalinga is the largest city in western Fresno County, located 10 miles west of Interstate 5. Coalinga is the retail hub of surrounding towns with a trade area population of over 40,000.

Internationally known oil and gas companies that employ hundreds of workers in the nearby oil fields have allowed residents to prosper and earn higher than average household incomes. Coalinga is the only city in Fresno County that has licensing and regulatory frameworks for both adult use and medical cannabis.

Coalinga is the also home of West Hills College with a student population of 7,207. West Hills College continues to experience significant growth, providing college-level course work in a variety of disciplines.



Top 3 Retail Leakage Categories



Coalinga Trade Area 25 minute drive-time		City of Coalinga	
Population	41,047	Population	18,267
Number of Households	8,237	Number of Households	4,604
Median Income	\$41,758	Median Income	\$55,808
Average Income	\$78,029	2019 Retail Taxable Sales	\$57.9m
Projected Growth Rate (2019-24)	2.05%	Projected Growth Rate (2019-24)	2.05%
2024 Estimated Population	41,897	2024 Estimated Population	18,644

Commercial Developments

25 W Polk Street - 100,035 SF; available for lease
Cherry Lane & Hwy 198 (proposed)- 2,420 SF; available for lease



Firebaugh, CA

"Jewel of the San Joaquin"



Firebaugh is located in Fresno County in the central-western portion of the San Joaquin Valley. State Route 33, the north-south highway that serves the westside of the valley, runs through the heart of the City.

The City's business-minded philosophy is evident in its new general plan which outlines Firebaugh's economic growth through innovative and sustainable commercial and industrial development.

Firebaugh hosts an annual Cantaloupe Round Up Festival to celebrate peak harvest of the melon in late July and is an economic boost for local businesses. The city has seen recent developments that add to the City's amenities. One notable project is the West Hills College expansion. This 48,000SF facility will include a new Fresno County library.



Top 3 Retail Leakage Categories



\$4.4m

General Merchandise



\$2.5m

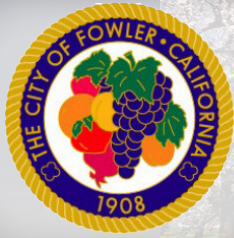
Clothing and Clothing Accessories



\$1.6m

Food Service & Drinking Places

Firebaugh Trade Area 25 minute drive-time		City of Firebaugh	
Population	33,681	Population	8,336
Number of Households	8,435	Number of Households	2,172
Median Income	\$36,990	Median Income	\$39,419
Average Income	\$49,523	2019 Retail Taxable Sales	\$24.8m
Projected Growth Rate (2019-24)	3.0%	Projected Growth Rate (2019-24)	3.7%
2024 Estimated Population	34,960	2024 Estimated Population	8,398



Fowler, CA

"The Blossom Trail City"

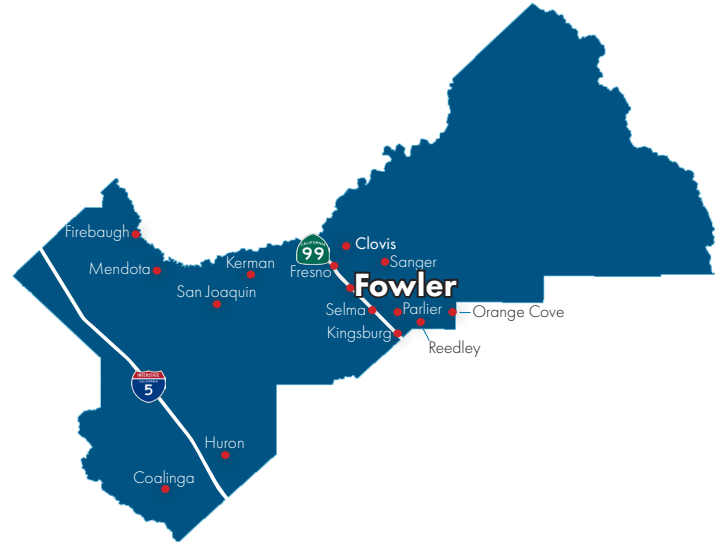


Fowler is the perfect location for retailers that require high traffic counts and highway visibility. Located just five miles south of Fresno along State Route 99, Fowler is a progressive community with small-town charm.

Between 2010 and 2018 the City's population grew by 12% spurring the construction of new housing. Over 200 homes were added to Fowler's existing housing throughout 2018.

The community also welcomed a new 46,000sf medical center built by Valley Children's/Adventist Health that serves eastern Fresno County.

Fowler offers plenty of land for business expansion projects and economic development in its large industrial corridor.



Top 3 Retail Leakage Categories



\$8.1m

General Merchandise



\$7.6m

Auto Dealers



\$3.9m

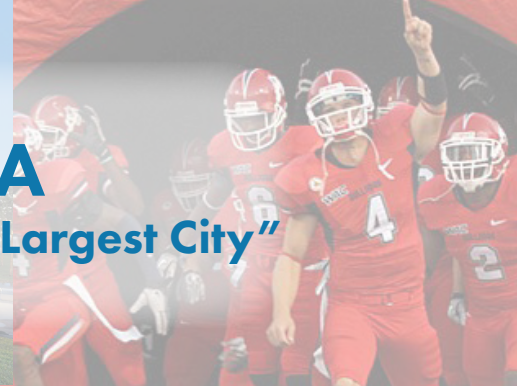
Clothing and Clothing Accessories

Fowler Trade Area 15 minute drive-time		City of Fowler	
Population	196,277	Population	6,454
Number of Households	52,916	Number of Households	2,140
Median Income	\$39,984	Median Income	\$53,406
Average Income	\$57,901	2019 Retail Taxable Sales	\$59.5m
Projected Growth Rate (2019-24)	3.0%	Projected Growth Rate (2019-24)	3.4%
2024 Estimated Population	203,731	2024 Estimated Population	6,481



Fresno, CA

"Home to California's 5th Largest City"



Fresno is the fifth largest city in the State of California, and 34th largest in the nation. San Francisco and Los Angeles are each approximately a three-hour drive from Fresno County's namesake city.

Logistics, agriculture, manufacturing and healthcare drive the City's growth and diversification. Fresno is home to Bitwise Industries which has contributed to the development of Fresno and Central California's tech industry and workforce.

The City's recent investment in revitalization activities has spurred the growth of a dynamic downtown that is prime for retail growth and host to events like FresYes Fest, weekly ArtHops, farmer's markets and food truck festivals.

Fresno also has multiple higher education institutions including CSU Fresno, Fresno City College, UCSF Medical Education Programs, and the UC Merced Fresno Center.



Top 3 Retail Leakage Categories



\$96.1m

E-commerce Distribution



\$13.2m

Jewelry, Luggage & Leather Goods



\$2.8m

Mobile Food & Caterers

Fresno Trade Area 15 minute drive-time		City of Fresno	
Population	499,811	Population	545,769
Number of Households	156,244	Number of Households	181,978
Median Income	\$41,382	Median Income	\$48,935
Average Income	\$58,618	2019 Retail Taxable Sales	\$6.58bn
Projected Growth Rate (2019-24)	2.16%	Projected Growth Rate (2019-24)	3.5%
2024 Estimated Population	513,428	2024 Estimated Population	549,835



Kerman is located 16 miles west of Fresno, and 35 miles from Interstate 5. The number one goal of the Mayor and City Council is to support business and encourage new development. The City's strong economic base and favorable business climate have attracted a number of new retailers and led to major industrial expansions.

The City government has planned, financed and developed infrastructure to accommodate new growth. Recent projects include a 29,000 SF multiphase expansion of a local business, the addition of a new motel, two new restaurants and a brewery.



Top 3 Retail Leakage Categories

 **\$8.8m**
Auto Dealers

 **\$7.3m**
Clothing and Clothing Accessories

 **\$4.8m**
Building Materials & Supplies

Kerman Trade Area 20 minute drive-time		City of Kerman	
Population	69,705	Population	14,792
Number of Households	19,160	Number of Households	4,362
Median Income	\$53,200	Median Income	\$51,207
Average Income	\$70,807	2019 Retail Taxable Sales	\$112.7m
Projected Growth Rate (2019-24)	4.5%	Projected Growth Rate (2019-24)	4.1%
2024 Estimated Population	72,920	2024 Estimated Population	15,418



Kingsburg, CA

"Central California's Swedish Village"

Kingsburg, also known as Central California's Swedish Village, is located along State Route 99 in eastern Fresno County. It is one of Fresno County's more affluent communities with higher incomes and housing values.

Major corporations such as Sun-Maid Raisins, Guardian Glass and Sacramento Container Company operate facilities in Kingsburg. Kingsburg will also be the location of T-Mobile's recently announced customer experience center. The facility will bring 1,000 new jobs to the community.

The Swedish architecture and proximity to State Route 99 make Kingsburg an attractive location for lodging, food services, retail, and distribution establishments.



Top 3 Retail Leakage Categories



\$22m

Auto Dealers



\$8.9m

Clothing and Clothing Accessories



\$6.4m

Building Materials & Supplies

Kingsburg Trade Area 15 minute drive-time		City of Kingsburg	
Population	17,376	Population	11,999
Number of Households	19,936	Number of Households	4,398
Median Income	\$49,166	Median Income	\$68,583
Average Income	\$68,555	2019 Retail Taxable Sales	\$72.2m
Projected Growth Rate (2019-24)	3.35%	Projected Growth Rate (2019-24)	2.8%
2024 Estimated Population	73,817	2024 Estimated Population	12,337

Commercial Developments

- Kingsburg Business Park - 40 acres with multiple shovel-ready lots available
- K Corporate Center - 30,000SF for lease

Residential Developments

- Total of 457 new housing units - mix of newly completed and proposed developments



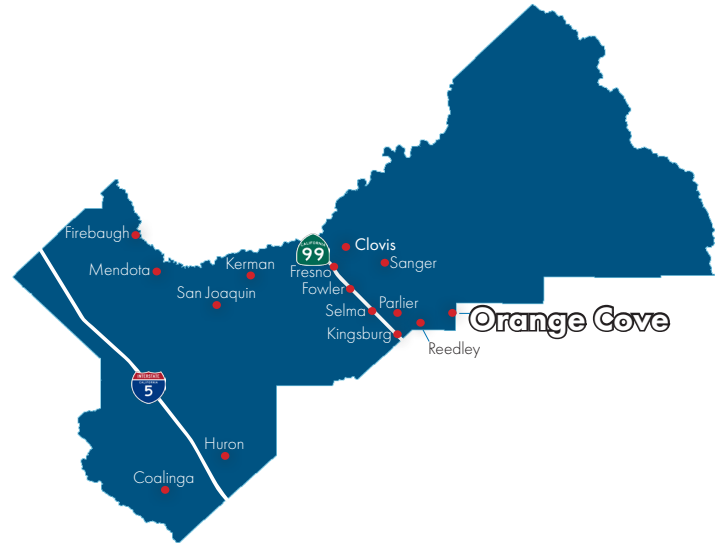
Orange Cove, CA

"Home to the Orange Blossom Trail"



Orange Cove is an agriculturally fertile community located along the eastern foothills of the Sierra Nevada Mountains. East of State Route 99, Orange Cove lies 35 miles southeast of Fresno, and is approximately a four-hour drive to Los Angeles and the San Francisco Bay Area.

The City proudly offers hundreds of acres of abundant year-round harvest citrus fruits, with major packing operations surrounding the community. The City offers a great labor force, and can meet the needs of any commercial and industrial business.



Top 3 Retail Leakage Categories



\$6.1m

Auto Dealers



\$5.8m

General Merchandise



\$3.1m

Food Service & Drinking Places

Orange Cove Trade Area 25 minute drive-time		City of Orange Cove	
Population	117,374	Population	9,553
Number of Households	29,894	Number of Households	2,314
Median Income	\$42,406	Median Income	\$29,284
Average Income	\$59,999	2019 Retail Taxable Sales	\$16.5m
Projected Growth Rate (2019-24)	3.75%	Projected Growth Rate (2019-24)	3.45%
2024 Estimated Population	121,839	2024 Estimated Population	9,885



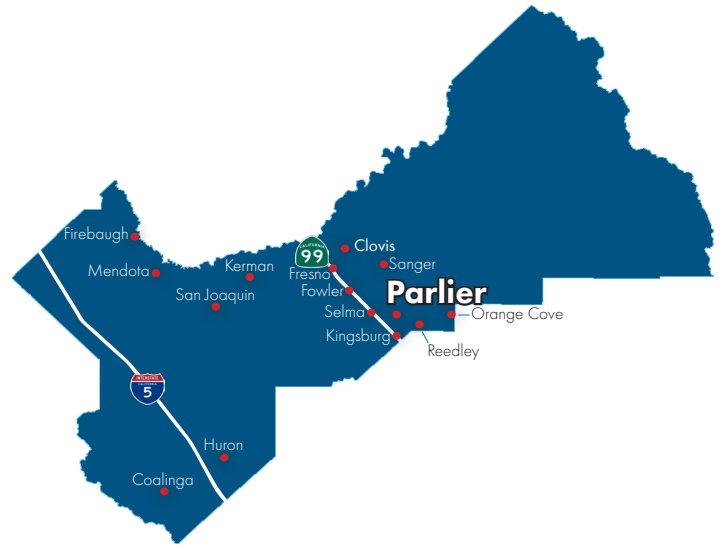
Parlier, CA

"A Community with a Vision to the Future"

Parlier is ideally situated in Central California along Manning Avenue, a major east-west artery of Fresno County, and five miles east of State Route 99.

Parlier's population grew by 7% between 2010 and 2018, and is projected to increase by 3.9% by 2024. The City has approved three new single-family housing projects, adding over 220 new homes to the community.

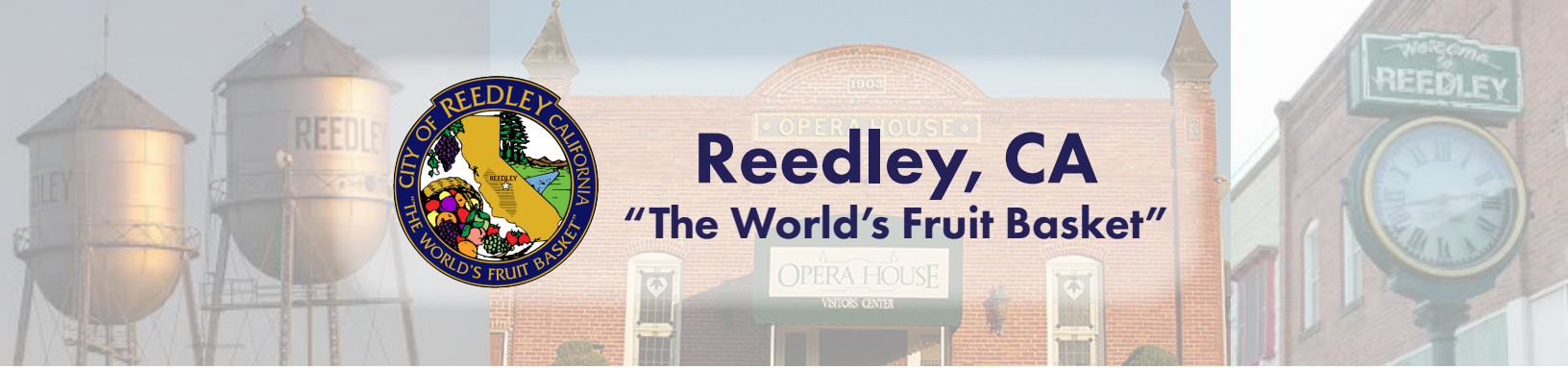
The City boasts a 297-acre site for development of its business/industrial park. The first phase of this newly annexed park is currently being developed with infrastructure, land use and street alignment plan being completed. The park is being marketed for light and heavy industrial use with electronic assembly, food processing and warehouse distribution.



Top 3 Retail Leakage Categories



Parlier Trade Area 20 minute drive-time		City of Parlier	
Population	154,562	Population	15,890
Number of Households	39,749	Number of Households	3,786
Median Income	\$51,931	Median Income	\$35,892
Average Income	\$71,286	2019 Retail Taxable Sales	\$31.1m
Projected Growth Rate (2019-24)	4.25%	Projected Growth Rate (2019-24)	3.95%
2024 Estimated Population	161,224	2024 Estimated Population	16,026



Reedley, CA

"The World's Fruit Basket"

Reedley is a scenic and vibrant community located in eastern Fresno County between State Routes 99 and 180. It is a popular stop for both national and international tourists visiting Kings Canyon and Sequoia National Parks.

The City is home to Reedley College with an annual enrollment of over 18,000 students and Adventist Health Medical Center, a 49-bed acute-care hospital. As of the start of 2020, Reedley has the largest concentration of operational all-electric aircraft not only in the nation, but the world.

The City encourages sustainable growth and offers a Development Impact Fee Incentive program for qualifying projects.



Top 3 Retail Leakage Categories



\$18.6m

General Merchandise



\$16.6m

Auto Dealers



\$6.8m

Clothing and Clothing Accessories

Reedley Trade Area 20 minute drive-time		City of Reedley	
Population	158,717	Population	25,917
Number of Households	42,509	Number of Households	7,234
Median Income	\$45,761	Median Income	\$49,983
Average Income	\$64,199	2019 Retail Taxable Sales	\$120.2m
Projected Growth Rate (2019-24)	3.8%	Projected Growth Rate (2019-24)	3.3%
2024 Estimated Population	164,581	2024 Estimated Population	26,428

Commercial Developments

- Multiple Retail/Commercial Sites (in review) - 120 acres for build-to-suit; leases available

Residential Developments

- 1,000+ approved and ongoing builds for single and multi-family developments



Sanger, CA

"The Nation's Christmas Tree City"

Sanger is located just minutes east of the Clovis-Fresno Metropolitan area on State Route 180 which connects to State Route 99. The City was presented with the statewide Award of Excellence in City/Business Relations by the League of California Cities in 2015.

In 2016, the City added more than 700 homes, and has a new 195-lot subdivision planned. Sanger is also in the process of annexing 254 acres of commercial properties along/near State Route 180, a gateway to Kings Canyon National Park.



Top 3 Retail Leakage Categories



\$10.4m

Clothing and Clothing Accessories



\$9.2m

Building Materials & Supplies



\$4.5m

Other Motor Vehicles

Sanger Trade Area 20 minute drive-time		City of Sanger	
Population	355,889	Population	27,185
Number of Households	101,469	Number of Households	7,764
Median Income	\$48,405	Median Income	\$50,872
Average Income	\$68,764	2019 Retail Taxable Sales	\$179.4m
Projected Growth Rate (2019-24)	4.6%	Projected Growth Rate (2019-24)	4.2%
2024 Estimated Population	372,541	2024 Estimated Population	27,484



San Joaquin, CA

"Where Agriculture & Industry Meet"

San Joaquin offers businesses the advantage of proximity to State Route 99, Interstate 5 and Fresno Yosemite International Airport, and is ideal for businesses that require affordable commercial sites and industrial land with rail spurs.

The City's focus on quality of life, families and future economic opportunities ensure sustainable growth. This growth is supported by San Joaquin's ongoing infrastructure improvements, and community design standards for new construction.



Top 3 Retail Leakage Categories



\$2.3m
Auto Dealers



\$1.4m
Gas



\$1.1m
Clothing and Clothing Accessories

San Joaquin Trade Area 25 minute drive-time		City of San Joaquin	
Population	31,868	Population	4,182
Number of Households	8,263	Number of Households	932
Median Income	\$41,615	Median Income	\$26,172
Average Income	\$58,904	2019 Retail Taxable Sales	\$8.5m
Projected Growth Rate (2019-24)	2.55%	Projected Growth Rate (2019-24)	3.0%
2024 Estimated Population	32,694	2024 Estimated Population	4,309



Selma, CA

"Raisin Capital of the World"



Located at the crossroads of State Routes 99 and 43, Selma is a rapidly growing commercial hub in southeast Fresno County.

Selma has attracted a variety of national retail brands and is growing with two new large retail developments: Selma Grove and Selma Crossing. In addition to new commercial projects, Selma will add 450 new housing units over the next 24 months.

Selma is a progressive, growing community that strives to retain small town qualities and lifestyle. Selma's Central Business District has continued to thrive with its shopping centers providing the complete experience of Selma's diverse ethnic and cultural backgrounds that make it an All-American city.



Top 3 Retail Leakage Categories



\$8.7m

Clothing and Clothing Accessories



\$5.5m

Furniture



\$3.7m

Electronic & Appliances

Selma Trade Area 15 minute drive-time		City of Selma	
Population	84,056	Population	24,960
Number of Households	23,391	Number of Households	7,066
Median Income	\$49,912	Median Income	\$45,312
Average Income	\$69,437	2019 Retail Taxable Sales	\$516m
Projected Growth Rate (2019-24)	3.5%	Projected Growth Rate (2019-24)	3.5%
2024 Estimated Population	87,054	2024 Estimated Population	25,843

Commercial Developments

- Selma Grove - 60 acres available
- Selma Crossing - 288 acres available
- Golden State Industrial Park - 33 acres available

Residential Developments

- Amberwood Project - Phase One 248 HH under construction; 2,558 total HH
- Vineyard Estates- Phase Two 61 HH under construction



Robin Montgomery

Business Attraction Specialist

(559) 476-2515

rmontgomery@fresnoedc.com

www.fresnoedc.com

About the Fresno County Economic Development Corporation

The Fresno County Economic Development Corporation is a private non-profit organization established to market Fresno County as the premier location for business prosperity. We facilitate site selection for new businesses, and assist in the retention and expansion of local businesses within Fresno County.

To learn more, visit www.fresnoedc.com

v2020.07.07